

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
January 12, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Craig Donahue, President, The Donahue Group
Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Travis Serpa, Urban Outfitters

Absent

Duke Gallagher, Secretary/Treasurer, The Production Group
Charles Eberly, The Eberly Company
Brent Gaulke, Gerding Edlen
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Joe Salazar, Andrews International

Guests

Officer Paula Davidson, LAPD
Officer Scott Frus, LAPD
Kitty Gordillo, Hollywood Wilshire YMCA
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios
Patrick Olmstead, Los Angeles Film School

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:15 p.m.

2. Public Comment

No public comment.

3. Approval of Board Minutes

It was moved by Carol Massie, seconded by Fred Rosenthal and CARRIED to approve the minutes from the board's December 8, 2009 meeting. Unanimously approved.

4. Treasurer's Report

A. Postponed until the board's February meeting.

5. Committee and Program Reports

A. Nominating Committee

1. Slate for February Board Meeting: Father Mandala reviewed the following slate with the board. If the slate is approved at the board's February board meeting the members would each serve a two year term. The slate was mailed out to the property owners and no objections were received:

Charles Eberly
Kitty Gordillo
Ryan Harter
Patrick Olmstead
Michael Pogorzelski
Fred Rosenthal
Travis Serpa

2. Officer Slate Development: Father Mandala informed the board that the slate for Board Officer positions would also be voted on in February. Board Members interested in serving as an officer are encouraged to contact Fr. Mandala.

3. Board Interim Vacancies: Fr. Mandala introduced to the board Roxanna Sassanian and informed the board that the nominating committee had met with her and will be proposing at the February board meeting that Sassanian fill in Rouben Rapelian's vacated seat. Travis Serpa also announced to the board that he will be leaving Los Angeles, in April due to a promotion. With his departure he will also be resigning from the CHC Board of Directors at that time.

B. Security Committee

1. Graffiti and Gang Issues South of Sunset Boulevard: Officer Paula Davidson and Officer Scott Frus went over the gang detail in the Tamarind and Gordon Street areas. Officer Frus informed the board on the steps LAPD is taking to try and mitigate the gang problems in the Tamarind area. Officer Davidson informed the board members that if there were any issues or any questions to please contact her or the gang unit directly at (323) 957-6805.

2. Highlights of 2009: Steve Seyler presented to the board his year-end report and summary for Andrews Security activity in the BIDs. Seyler reviewed with the board some of the more notable arrests and occurrences that took place in the BID during 2009.

3. Twitter Food Truck Meeting with County Public Health Department: Morrison informed the board of meeting that took place with Zev Yuroslavsky's office, George Abou-Daoud, Morrison, Mariani, John Tronson and the County Health Department to discuss the Twitter food truck situation. Morrison said the meeting showed how complicated the issue is, including the difficulty the Health Department has regulating the trucks. Morrison said that after leaving the meeting, it was clear that it is up to the LAPD and the County to try and regulate it.

C. Streetscape Committee

1. Next Streetscape Meeting: Michael Pogorzelski announced that the next streetscape committee meeting would take place on January 29, 2010.

2. Recommended Language for Farmers Market Provisions in Community Plan: MacPherson shared with the board the current language in the community plan regarding the Farmers Market. MacPherson reviewed the updated language that was discussed at the board's last meeting and asked that if the board was interested in submitting the requested correction to the language they make a motion to send a letter.

It was moved by Michael Pogorzelski, seconded by Fred Rosenthal and CARRIED to send a letter to the CRA to request that the language in the Community Plan regarding Farmers Markets be updated with the recommended changes. Unanimously approved.

D. Marketing Committee

1. Status Report on Pole Banner Campaign: Katie Zandona reported that the pole banner campaign is currently in the works. Zandona is still working with the graphic designer to finalize the banners' design, for a review by Donahue before presenting final options to the board for their consideration.

2. Report from Demographic Research Steering Committee: Travis Serpa and Craig Donahue reported on the first meeting of the committee with the consultant and discussed how the project would benefit Hollywood.

3. Hollywood Kiosks: Donahue informed the board that he recently noticed the pedestrian kiosks that have been placed along Sunset Boulevard and that they had the Hollywood Visitor's guide and map. Zandona told the board that next year if the board was interested, at a cost to the BID, the maps placed along Sunset Boulevard could be produced with the Sunset and Vine BID logo.

6. New Business

A. Hollywood Christmas Parade Review: Morrison and Zandona reviewed the results from a recent survey that was taken of Hollywood stakeholders to get a better understanding of their experience with the parade. Morrison informed the board that the BID is currently trying to set up a debrief meeting with the Council office and the parade organizers. The board also wanted to request that a financial report for the parade be made available to review the costs.

It was moved by Carol Massie, seconded by Fred Rosenthal and CARRIED to seek the opportunity to have a formal debrief meeting with the Council Office and parade organizers to review survey results and to also see the financial report on the fiscal impact of the 2008 and 2009 parades. Unanimously approved.

7. Old Business

None

8. Report from Kerry Morrison

A. Annual Board Dinner: Morrison informed the board that the board's annual dinner will be taking place after the February 9, 2010 meeting. Morrison asked that the board email her any suggestions for possible locations to host the dinner.

9. Next Meeting

The next meeting was scheduled for Tuesday, February 9, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Craig Donahue at 5:53 p.m.